



TEA BOARD OF KENYA

Realizing the Tea Promise

KENYA TEA INDUSTRY PERFORMANCE HIGHLIGHTS FOR JANUARY 2025

PRODUCTION

Tea production for the month of January 2025 was lower by 4.60 Million Kgs (7.8%) to 54.36 Million Kgs compared to 58.96 Million Kgs recorded during the same period of 2024. The output was also slightly lower compared to 54.91 Million Kgs recorded during the corresponding month of 2023. Unlike in 2024, during which the month of January was characterized by good weather conditions occasioned by *El-nino* phenomenon, intermittent severe dry and hot weather conditions was experienced in the month of January this year.

The effect of dry weather on production was more pronounced during the first and third week of the month both in the West of Rift and the East of Rift, respectively. Consequently, production in the West of Rift declined by 2.33 Million Kgs to 36.25 Million Kgs from 38.58 Million Kgs. Similarly, Production in the East of Rift was lower by 2.27 Million Kgs to 18.11 Million Kgs from 20.38 Million Kgs.

Owing to the effects of dry weather conditions, the Smallholder Sub-sector under the Management of KTDA was the most affected, with production dropping by 4.48 Million Kgs from 31.88 Million Kgs recorded during the corresponding month of 2024 to 27.39 Million Kgs. The effects within the state owned Nyayo Tea Zones and the Plantation factories, respectively were minimal while production in the private/Independent tea producers was not affected.

Table 1: Production by Sub-Sector and Region (2025 vis-à-vis 2024)

Sub-Sector/Producer	Block	Jan. 2025	Jan. 2024	Variance +/-	Var.(%)
Estates	West of Rift	12,729,147	13,110,935	- 381,788	-2.91%
	East of Rift	450,211	436,570	13,641	3.12%
	Total	13,179,358	13,547,505	-368,147	-2.72%
Smallholders-KTDA	West of Rift	11,275,513	13,998,232	-2,722,719	-19.45%
	East of Rift	16,122,055	17,886,857	-1,764,802	-9.87%
	Total	27,397,568	31,885,089	-4,487,521	-14.07%
Independents	West of Rift	11,905,641	11,152,106	753,535	6.76%
	East of Rift	1,406,675	1,871,263	-464,588	-24.83%
	Total	13,312,316	13,023,369	288,947	2.22%
Nyayo T. Zones	West of Rift	340,822	320,188	20,634	6.44%
	East of Rift	135,203	190,738	-55,535	-29.12%
	Total	476,025	510,926	-34,901	-6.83%
Estates,Smallholder, Independents & Nyayo Tea.Zones	West of Rift	36,251,123	38,581,461	- 2,330,338	-6.04%
	East of Rift	18,114,144	20,385,428	-2,271,284	-11.14%
	Grand Total	54,365,267	58,966,889	-4,601,622	-7.80%

During the month of January, speciality teas produced was 832,927 Kgs, which represented 2% of the total production. Speciality teas were dominated by Orthodox teas

TEA SALES

AUCTION

During January, auction sales volume for Kenya tea stood at 33.76 Million Kgs, which was lower compared to 42.48 million kgs recorded during the corresponding month of last year but higher than that of December 2024, which was 23.72 Million Kgs. The average monthly auction price for Kenya tea was slightly higher at 2.26 USD per Kg against 2.19 USD in the same period of last year and at par with what was recorded in December last year. In addition, absorption of teas on offer was higher at 80% compared to 56% for the same period of last year.

Notably, prices of tea followed the quality, with “Best” category of CTC Leaf and Dust grades (well sorted and those with brighter liquors and appearance) fetching higher prices compared to “medium” and “plainer” categories which attracted discounted prices or no bid by the buyers and consequently constituted the highest proportion of teas on offer at the auction that were withdrawn. Additionally, secondary grades whose volume was lower and reprint offers of particular garden marks also fetched lower prices.

During the month of January 2025, tea offered for sale by the smallholder tea factories whose quality is relatively higher compared to other producers, fetched a weighted average price of 2.62 USD per Kg for the main grades, which was higher compared to an average price of 2.60 USD in the same period of 2024 but lower compared to 2.65 USD recorded in January 2023.

Though there was generally good demand for tea offered at the auction, the prices continued to be impacted negatively by the effect of global economic shock experienced in most countries due to the Russia-Ukraine crisis and market access challenges along the Red Sea route. However, there was generally active participation by buyers to major export destinations at the Auction.

Table 2: Auction Sales (2025 vis-à-vis 2024)

	2025		2024		2023	
	Vol. Kgs	M.	Value (USD/KG)	Vol. M. Kgs	Value (USD/KG)	Vol. M. Kgs
JAN.	33.76	2.26	42.48	2.19	32.70	2.33
FEB.			39.11	2.23	39.14	2.31
MARCH			42.35	2.15	35.42	2.39
APRIL			43.60	2.29	26.93	2.39
MAY			31.05	2.18	36.75	2.19
JUNE			28.47	2.14	52.94	2.09
JULY			34.14	2.21	26.77	2.06
AUGUST			25.11	2.20	61.16	2.25
SEPT.			22.60	2.25	42.97	2.25
OCT.			32.58	2.07	58.28	2.16
NOV.			31.08	2.22	48.69	2.17
DEC.			23.72	2.19	26.95	2.19
TOTAL/AVG.			396.29	2.19	488.7	2.23

EXPORTS

The total export volume for January 2025 was slightly lower by 209,775 Kgs from 47.42 Million Kgs recorded in the same period of last year to 47.21 Million Kgs. However, it was higher compared to 46.86 Million Kgs exported during December 2024.

During the month of January, Kenya tea was shipped to sixty-one (61) export destinations compared to fifty-eight (58) for the same period of last year. Pakistan maintained the leading export destination for Kenyan tea, having imported 17.06 Million Kgs, accounting for 36.1% of the total export volume.

Other key export destinations for Kenya tea were Egypt (7.56 Million Kgs, 16%); UK (3.84 Million Kgs, 8.1%); Sudan (2.15 Million Kgs, 4.6%); Russia (2.05 Million Kgs, 4.4%); UAE (1.70 Million Kgs, 3.6%); India (1.58 Million Kgs, 3.3%); Poland (0.94 Million Kgs, 2%); Oman (0.94 Million Kgs, 2%); and China (0.77 Million Kgs, 1.6%).

The top ten export destinations, the majority of which are traditional markets for Kenya tea, accounted for 81.9% of Kenya tea export volume. Apart from the UK, UAE and Poland, the other traditional markets recorded increased imports for Kenya tea. Notably, China and India, which are non-traditional markets recorded significant increase in exports from Kenya. Just like China and India, Australia is also growing rapidly as an emerging market for Kenya tea. During the month there were also shipments to other emerging and seasonal markets such as Jordan, Burkina Faso; Georgia; Congo; Gabon; Malta; Mauritania; Tanzania; Brazil; Cameroon; Senegal; Chile and Malawi.

During the month of January, value added tea exports was 1.38 Million Kgs, which represented 3% of the total export the volume. The exports in value added form were shipped to thirty-four (34) market destinations which included United Kingdom; Somalia; Sudan; USA; Cote D'ivoire; Yemen; Burkina Faso; Ireland; France; Ghana; Congo DRC; UAE; Kenya (from the EPZ); Malaysia; Gabon; Senegal; Mali; Mauritania; Guinea; India; Taiwan; Malta; Japan; Brazil; Cameroon; South Sudan; Malawi; Mauritius; Australia; Hong Kong; Vietnam; China; Egypt; and Ethiopia. Out of the total value-added tea exports, the United Kingdom accounted for the highest volume at 38%.

LOCAL TEA SALES

Local tea sales for January were lower at 2.88 Million Kgs against 3.30 Million Kgs for the same period of 2024 and 3.02 Million Kgs recorded during the corresponding month of January 2023. It was also slightly lower compared to 3.77 Million Kgs recorded in December 2024.

Table 3: Local Sales Trend

	2025 (Million KGS)	2024 (Million KGS)	2023 (Million KGS)
January	2.28	3.30	3.02
February		2.83	2.92
March		2.94	2.97
April		3.22	2.56
May		3.32	3.08
June		2.86	2.85
July		2.74	3.09
August		3.28	3.71
September		2.74	2.99
October		3.34	3.34
November		3.26	3.31
December		3.77	3.46
TOTAL		37.6	37.3

Table 4: Kenya Tea Exports by Destination (January 2025 vis-à-vis January 2024)

DESTINATION	2025- QUANTITY KGS	2024- QUANTITY KGS	QUANTITY VARIANCE KGS	%AGE VARIANCE
PAKISTAN	17,068,599	15,904,272	1,164,327	7.32%
EGYPT	7,568,135	7,303,644	264,491	3.62%
UK	3,848,008	5,721,377	-1,873,369	-32.74%
SUDAN	2,158,958	452,396	1,706,562	377.23%
RUSSIA	2,057,218	1,996,070	61,148	3.06%
UAE	1,707,781	2,776,335	-1,068,554	-38.49%
INDIA	1,580,541	425,644	1,154,897	271.33%
POLAND	949,320	1,015,071	-65,751	-6.48%
OMAN	946,699	370,180	576,519	155.74%
CHINA	771,261	404,327	366,934	90.75%
NIGERIA	745,288	252,000	493,288	195.75%
SAUDI ARABIA	674,706	1,429,479	-754,773	-52.80%
JORDAN	649,750		649,750	
SWITZERLAND	548,724	608,816	-60,092	-9.87%
SOMALIA	545,231	625,358	-80,127	-12.81%
KAZAKHSTAN	526,104	414,107	111,997	27.05%
IRAN	479,550	1,131,570	-652,020	-57.62%
YEMEN	410,786	1,343,556	-932,770	-69.43%
SRI LANKA	397,803	273,374	124,429	45.52%
IRELAND	352,820	664,148	-311,328	-46.88%
GERMANY	346,658	189,660	156,998	82.78%
CHAD	336,064	722,229	-386,165	-53.47%
NETHERLANDS	315,104	360,455	-45,351	-12.58%
AFGHANISTAN	294,801	487,688	-192,887	-39.55%
MALAYSIA	234,220	129,712	104,508	80.57%
UKRAINE	233,141	558,089	-324,948	-58.23%

DESTINATION	2025- QUANTITY KGS	2024- QUANTITY KGS	QUANTITY VARIANCE KGS	%AGE VARIANCE
AUSTRALIA	205,220	500	204,720	40944.00%
USA	162,800	307,154	-144,354	-47.00%
QATAR	109,380	144,881	-35,501	-24.50%
JAPAN	105,920	238,920	-133,000	-55.67%
SOUTH AFRICA	100,776	233,407	-132,631	-56.82%
DJIBOUTI	88,589	24,425	64,164	262.70%
GHANA	85,364	28,200	57,164	202.71%
HONG KONG	72,170	29,832	42,338	141.92%
TURKEY	71,276	199,106	-127,830	-64.20%
COTE D'IVOIRE	49,156	15,522	33,634	216.69%
TAIWAN	43,976	17,960	26,016	144.86%
CANADA	42,200	26,000	16,200	62.31%
FRANCE	41,472	300	41,172	13724.00%
MAURITIUS	40,000	40,000	0	0.00%
BURKINA FASO	38,808		38,808	
GEORGIA	27,000		27,000	
VIET NAM	24,464	6,595	17,869	270.95%
CONGO	22,298		22,298	
SOUTH SUDAN	21,038	272,330	-251,292	-92.27%
IRAQ	19,680	14,229	5,451	38.31%
SINGAPORE	15,000	23,100	-8,100	-35.06%
ISRAEL	12,939	20,080	-7,141	-35.56%
GABON	11,555		11,555	
MALTA	10,760		10,760	
MALI	10,348	5,174	5,174	100.00%
MAURITANIA	10,348		10,348	
TANZANIA UNITED REPUBLIC OF	6,196		6,196	

DESTINATION	2025- QUANTITY KGS	2024- QUANTITY KGS	QUANTITY VARIANCE KGS	%AGE VARIANCE
BRAZIL	5,829		5,829	
CAMEROON	5,821		5,821	
SENEGAL	5,310		5,310	
CHILE	3,892		3,892	
MALAWI	1,942		1,942	
SWAZILAND	389	778	-389	-50.00%
CZECH REPUBLIC	200		200	
ETHIOPIA	20	52,844	-52,824	-99.96%
KYRGYZSTAN		48,000	-48,000	-100.00%
ROMANIA		25,280	-25,280	-100.00%
PERU		24,000	-24,000	-100.00%
UZBEKISTAN		23,400	-23,400	-100.00%
BURKINA FASO		10,348	-10,348	-100.00%
MEXICO		9,000	-9,000	-100.00%
BAHRAIN		8,496	-8,496	-100.00%
BANGLADESH		7,200	-7,200	-100.00%
GUINEA		5,174	-5,174	-100.00%
ITALY		4,600	-4,600	-100.00%
INDONESIA		2,600	-2,600	-100.00%
MYANMAR		189	-189	-100.00%
GRAND TOTAL	47,219,406	47,429,181	(209,775)	-0.44%


 WILLY K. MUTAI
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